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What is claimed is:

A LCD display device with display density adjusting function characterized by that, in an equipment which comprises a controller, a memory, a LCD drive unit of dynamic drive, a LCD, and an input device for distinguishing a using condition, a display density of said LCD having to be changed in response to the using condition thereof, said controller controls said LCD drive unit so as to be capable of inserting a time period (T₀) for outputting approximately same level of voltage to all common terminals and all segment terminals connected to the LCD into one frame period of LCD drive, and said controller selectively selects a value of time period $(\mathbf{T}_{\scriptscriptstyle{0}})$ for outputting approximately same level of voltage to all common terminals and all segment terminals connected to said LCD based on information from said input device for distinguishing a using condition and adjusts a display density of the LCD.